

ABSTRACT OF THE DISCLOSURE

When the ambient temperature of an organic electroluminescent display device is a low temperature, a capacitive charge driving method is performed to supply a
5 constant current to a column electrode after performing capacitance charge and then apply a constant voltage to the column electrode to turn off a pixel,; and when the ambient temperature is room temperature or a high temperature, an electric charge control driving method is
10 performed to supply a constant current to the data electrode and then place the column electrode in a high impedance state. In the electric charge control driving method, a driving section is set in a selection period so as to be shorter than the selection period, and the
15 amount of electric charges supplied to the pixel in the driving section is controlled depending on a required luminance.